

To The Citizens of Alexandria

The present lighting rate of the Alexandria County Lighting Company is:

Twelve cents net for the first kilowatt hour used per month.

Seven cents net for each additional kilowatt hour used per month.

This rate was fixed in 1906, when the City of Alexandria awarded the lighting franchise to the lowest bidder for same, after a public advertisement asking for bids, and after the City had had the advice of an eminent lighting expert from New York.

After fourteen (14) years of service to the Citizens of Alexandria at this rate, the company now asks an increase of rate which averages twenty-three (23) per cent.

The company has compiled and submitted to the City Council a detailed statement showing the increase in the cost of everything which enters into the manufacture of electricity. As a basis for this comparison, the company took the current prices for 1913 and the current prices for 1919.

This comparison shows an increase of from thirty-five (35) per cent to two hundred and seventy-five (275) per cent, exclusive of the present increases in coal.

If the increase asked for is granted by the City Council, the company's revenue from this source will be increased \$16,203.00 per year.

Since the company filed its application with the City Council asking for an increase, it has been compelled to buy its coal for the next year at an increase of \$27,000.00 over what it paid for coal last year.

THE CONTRACTS FOR THIS COAL HAVE ALREADY BEEN SIGNED BY THE COMPANY.

If the increase is granted by the City Council the cost of electricity per day to the smaller consumer, whom Mr. Carlin claims will be grossly discriminated against, is set forth in the following table:

Present Rate		Proposed Rate			
Number of Customers	Average Monthly K. W. H. Consumption	Monthly Revenue (net) Per Customer	Monthly Revenue (net) Per Customer	Increase Per Month	Increase Per Day In Cents
292	5	(Min.) \$1.00	\$1.00	.00	0.00
570	15	1.10	1.71	.61	2.03
225	25	1.80	2.47	.67	2.23
143	35	2.50	3.23	.73	2.43
98	45	3.20	3.99	.79	2.63

The net profit from the company's business in Alexandria City for 1919 was 2.97 per cent on the actual cost value of the company's properties, figuring the depreciation as allowed by the Virginia State Corporation Commission.

In his communication in Thursday's Gazette, Attorney C. Keith Carlin stated that the Company was endeavoring to obtain an increased rate of a dollar for the first 5 K. W. H. and 8 cents for all succeeding K. W. H. up to 200.

The company's schedule for increased rates filed with the city council provides for a minimum charge of one dollar per month which entitles the customer to 5 K. W. H. of energy; and a rate of 8 cents for all succeeding K. W. H. up to 305.

The new rate asked for by the company then drops to 7 cents for the next 500 K. W. H., and again drops to 6 cents for the next 800 K. W. H., and asks for 5 cents for each K. W. H. used per month in excess of 1605.

Mr. Carlin's entire communication is full of such inaccurate statements.

Under the new rate, the 292 smallest customers who do not exceed the minimum rate of one dollar will benefit by a decrease of 5 cents per month on their bills.

The next 570 customers whose bills average \$1.10 per month under the present rate will be increased to \$1.71, provided they pay their bills on or before the 10th of the month succeeding. This class constitutes the bulk of the smaller consumers. The increase amounts to 61 cents per month or 2 cents per day. The next class of 225 customers whose present bill is \$1.80 per month, will be increased to \$2.47 per month, provided they pay their bill by the 10th of the month succeeding. This increase will amount to 67 cents per month or less than 2 1/4 cents per day.

Mr. Carlin states that the burden of the increase will be borne by the small consumer.

This statement is inaccurate as the following table and explanation will show:

A Customer Using 15 K. W. H. Per Month	A Customer Using 495 K. W. H. Per Month	A Customer Using 1165 K. W. H. Per Month
Pays For:	Pays For:	Pays For:
First 5 K. W. H. \$1.00	First 5 K. W. H. \$1.00	First 5 K. W. H. \$1.00
Next 10 K. W. H. @ .0880	Next 10 K. W. H. @ .0880	Next 10 K. W. H. @ .0880
.....	Next 290 K. W. H. @ .08 23.20	Next 290 K. W. H. @ .08 23.20
.....	Next 190 K. W. H. @ .07 13.30	Next 190 K. W. H. @ .07 13.30
.....	Next 310 K. W. H. @ .07 21.70
.....	Next 360 K. W. H. @ .06 21.60
Or a total bill for 15 K. W. H. \$1.80	Or a total bill for 495 K. W. H. \$38.30	Or a total bill for 1165 K. W. H. \$81.60
Cash discount09	Cash discount 1.38	Cash discount 1.81
Net bill \$1.71	Net bill \$36.92	Net bill \$79.79
Average cost per K. W. H. \$1.14	Average cost per K. W. H. \$0.746	Average cost per K. W. H. \$0.68

Both the small and the large customer pay exactly the same rate for such portions as they use.

Both the small and the large customer will pay the same rate for the same amounts used per month.

Both the small and the large customer pay an average rate per kilowatt-hour based on the quantity they consume divided into the amount they pay.

Naturally the average cost therefore is less for the larger user for the reason that he has used so much more as to buy it for the decreasing rates provided in the new rate applied for.

All customers can purchase under these lower figures for the reason that it naturally costs less to deliver a large quantity in one place than a number of small quantities in many places.

Mr. Carlin further says that they (the company) can afford to furnish power at a rate as low as one cent per K. W. H. Yet their "F" rate for power today is 7 cents per K. W. H., which is the maximum authorized.

The company's "F" rate for power provides for a charge of 7 cent for from one to sixty K. W. H. per month, and then decreases to a minimum of 1 3/4 cents net per K. W. H. This "F" rate is for all power users up to wholesale users. In the wholesale class the company's rates go as low as 8 mill per K. W. H.

Mr. Carlin further says that under the new ordinance the company would be "left free to make separate contracts with every individual user of current for heat and power purposes and to make the best bargain it can."

The company's power rates have always been under the strict supervision of the Virginia State Corporation Commission, and before putting any power rate into effect, the company, by law, is required to file a statement of such rate with the State Corporation Commission and obtain the Commission's approval of same in exactly the same manner as the railroad companies are required to get the Commission's approval of a new freight rate before same goes into effect. Under the law the company is not permitted to discriminate in its rates by "making the best bargain it can," as suggested by Mr. Carlin.

Mr. Carlin says that the company stated that its proposed rates will be lower than in Charlottesville.

What the company did say was this: That Charlottesville's present rates are higher to all consumers using from 20 K. W. H. to 200 K. W. H. per month than the increased rates now asked for by this company.

Mr. Carlin also says that the company stated that its proposed rates will be lower than the Richmond rates.

What the company did say was this: That to all customers using 40 K. W. H. the rate would be the same, and to all customers up to and including 100 K. W. H. the Richmond rates would be higher.

Richmond's plant is partly water-power, and the water power plant can turn out current at least 60 per cent cheaper than a plant depending entirely upon coal.

Richmond's population, according to the 1910 Census, is eight times that of Alexandria.

Mr. Carlin says that the company misrepresented the facts when it stated that its proposed rates for Alexandria will be lower than in Norfolk, Petersburg and Portsmouth.

What the company did say was that the rates for Norfolk, Petersburg and Portsmouth were the same as those given for Richmond, as above.

Mr. Carlin states "that the company has something to conceal is evident from the reluctance with which

(CONTINUED ON PAGE FIVE)

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Massage this sweetly fragrant lotion into the face, neck, arms and hands each day, then shortly note the beauty of your skin.
Famous stage beauties use lemon juice to bleach and bring that soft, clear, rosy-white complexion. Lemons have always been used as a freckle, sunburn and tan remover. Make this up and try it.

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Having qualified as administrator of the estate of the late T. Morgan Moore all persons to whom his estate is indebted are requested to present their accounts to the undersigned, properly certified for payment, all persons indebted to said estate are requested to make prompt settlement of the same.

ROBERT H. COX,
135-10c Sergeant Administrator.

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